



An Energy Efficiency Workshop & Exposition  
Palm Springs, California

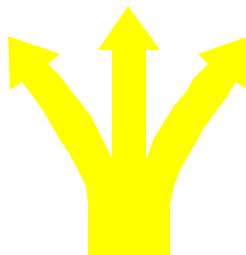
## *Selling to the Federal Government*

Presented by:  
Charles Hastings  
Eaton Cutler-Hammer  
Performance Power Organization



## *Selling to the Federal Government*

### □ Multiple Procurement Methods





## *Selling to the Federal Government Traditional Project Cycle*

- Receive Information Requests from Customer

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## *Selling to the Federal Government Traditional Project Cycle*

- Receive Information Requests from Customer
- Provide Technical Information and Design Assistance

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## *Selling to the Federal Government Traditional Project Cycle*

- Receive Information Requests from Customer
- Provide Technical Information and Design Assistance
- Specifications Written

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## *Selling to the Federal Government Traditional Project Cycle*

- Receive Information Requests from Customer
- Provide Technical Information and Design Assistance
- Specifications Written
- Competitive Solicitation

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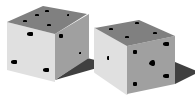
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## *Selling to the Federal Government Traditional Project Cycle*

- Receive Information Requests from Customer
- Provide Technical Information and Design Assistance
- Specifications Written
- Competitive Solicitation
- **What are the Odds of Winning Bid?**



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## *Selling to the Federal Government Another Option*

- Multiple Procurement Methods



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## *Selling to the Federal Government Another Option*

- Multiple Procurement Methods
- GSA Multiple Award Schedules (MAS)  
(GSA Schedule Contracts)



## *Competition in Contracting*

- ...Orders placed pursuant to a Multiple Award (MAS) using the procedures in this subpart, are considered to be issued pursuant to **full and open competition** (see 6.102(d)(3)). Therefore, when placing orders under Federal Supply Schedules, ordering offices **need not seek further competition, synopsise the requirement, make a separate determination of fair and reasonable pricing, or consider small business programs.** GSA has already determined **the prices of items under the schedule contracts to be fair and reasonable.** By placing an order against a schedule using the procedures in this section, the ordering office has concluded that **the order represents the best value and results in the lowest overall cost alternative** (considering price, special features, administrative costs, etc.) to meet the Government's needs. (FAR 8.404(a) Extract)



## *Best Value Factors*

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- Special Features
- Trade-In Considerations
- Expected Product Life
- Warranty Considerations
- Maintenance Availability
- Past Performance
- Environmental and Energy Efficiency Considerations

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## *Selling to the Federal Government Keys to Success*

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- Know the Customer

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## *Selling to the Federal Government Keys to Success*

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### □ Know the Customer

- Electricians / Foremen
- Planners
- Building / Facility / Installation Managers
- Energy Managers
- Utilities Personnel
- Electrical / Mechanical Engineers
- IDIQ Contractors (GOCO, JOC, SABER, etc. Auth: FAR 51)
- Credit Card Holders
- Contracting Officers / Contract Specialists / Buyers

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## *Selling to the Federal Government Keys to Success*

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- Know the Customer
- Educate the Customer

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## *Selling to the Federal Government Keys to Success*

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- Know the Customer
- **Educate the Customer**
  - That Your Products are on Schedule
  - That You have a MAS Contract
  - FAR Part 8.4

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## *Selling to the Federal Government Keys to Success*

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- Know the Customer
- Educate the Customer
- **Learn to Talk the Customer's Language**

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## *Selling to the Federal Government Keys to Success*

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- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- **Change the Project Procurement Cycle**

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## *Selling to the Federal Government Keys to Success*

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- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- **Marketing**

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## *Selling to the Federal Government Keys to Success*

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- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- **Marketing**
  - Yourself
  - Your Company
  - Your Products
  - Your Contract

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## *Selling to the Federal Government Keys to Success*

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- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- Marketing
- **Start with Singles, not Home Runs**

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## *Selling to the Federal Government Keys to Success*

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- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- Marketing
- Start with Singles, not Home Runs
- **Provide Total Solution**

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## *Selling to the Federal Government Keys to Success*

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# **Total Solution**

- Products
- Services
- Installation
- Contractor Teaming may be Required

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## *Contractor Team Arrangements*

- Authority - FAR 9.6
- Combine Schedule Contracts to Provide Total Solution
- Terms and Conditions of Each Contract Prevails
- Lead or Prime Contractor



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## *Selling to the Federal Government Keys to Success*

- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- Marketing
- Start with Singles, not Home Runs
- Provide Total Solution
- **Negotiate Blanket Purchase Agreements**

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## *Blanket Purchase Agreements*

- **Authority** - FAR 13.303-2(c)(3) states that "BPAs may be established with Federal Supply Schedule contractors...."
- **Savings** - A BPA is a way to fill recurring needs while taking advantage of quantity discounts, saving administrative time, and reducing paperwork.
- **Savings** - A BPA can reduce the administrative burden of writing numerous task/delivery orders.
- **Flexibility** - With a BPA you can order as little as you want, as much as you want, and as often as you want.
- **Flexibility** - A BPA can be used by other office locations.

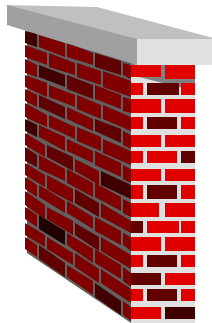
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## *GSA Multiple Award Schedules*



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## *Barriers*

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- Lack of Knowledge of what Products and Services are Covered by MAS

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## *Barriers*

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- Lack of Knowledge of what Products and Services are Covered by MAS
- New - Different - Unfamiliar Ground

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## *Barriers*

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- Lack of Knowledge of what Products and Services are Covered by MAS
- New - Different - Unfamiliar Ground
- **Competition Requirement**

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## *Barriers*

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- Lack of Knowledge of what Products and Services are Covered by MAS
- New - Different - Unfamiliar Ground
- Competition Requirement
- **Perception they can get Better Price**

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## *Barriers*

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- Lack of Knowledge of what Products and Services are Covered by MAS
- New - Different - Unfamiliar Ground
- Competition Requirement
- Perception They can get Better Price
- **Competing Procurement Methods**

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## *Barriers*

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- Lack of Knowledge of what Products and Services are Covered by MAS
- New - Different - Unfamiliar Ground
- Competition Requirement
- Perception They can get Better Price
- Competing Procurement Methods
- **Competition of "SIN Creepage"**

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*Eaton Cutler-Hammer*

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Thank you!

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